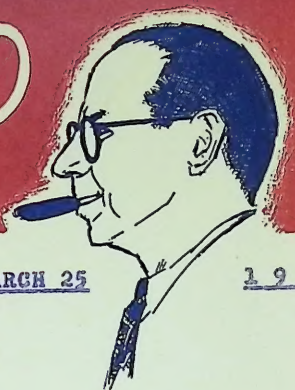


Ballyhoo



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1955

NIL NISI PROBUM

Many years ago in Winnipeg ... as a senior, and member of our High School student council, I was given two assignments ... One was to design a school ring, and the other, to name and design a cover for the first issue of what was to become an annual year book.

The name I selected was perhaps not too imaginative. We called the book THE TORCH, and the cover was naked of embellishments, except for a hand holding aloft a flaming torch, the symbol of freedom ... of light ... of man's everlasting search for truth. The school ring, which I believe is still in use, showed the same torch with the school crest superimposed, and bearing our school motto ... NIL NISI PROBUM ...

Latin was not included in my curriculum, but I know well the meaning of those words ... NIL NISI PROBUM, "Nothing but the right ..." Strange how after all these years those few simple words should suddenly pop into my mind. They're good words, which combine to form a rather idealistic thought ... and I often feel that we can use a few ideals now and again ... to govern ourselves ... our business relationships ... our attitude towards all of our fellow beings.

And we can do worse than to accept THE TORCH as further evidence of our loyalty ... to ourselves, to our company which makes it possible for us to earn our daily bread, the great industry of which we are a part, and our country which protects our right to practise the freedom symbolised by the ever-burning flame.

This isn't intended as a preachment ... I was just thinking, and my thoughts carried me back to the days when such things as the TORCH, and an old Latin motto were very important to me.

I think we can all profit by glancing back over the years occasionally ... at our early ideals, our hopes, and our plans for the future ... which is TODAY. I think we can do worse than practice -

NIL NISI PROBUM ... "Nothing but the right."

GREETINGS FROM THE NORTH

I've just returned from a week's trip through our Northern outposts, and bring back greetings from Olga, Norm, Jeff and Bob ... All wish to be remembered, and want me to remind you to "C'mon up and see them sometime ..." especially if you're planning a summer vacation in their part of the province this year. It's nice country out their way, and they promise you a real holiday.

I covered the territory by plane this time ... a little bumpy in spots, but quite pleasant. Was I ever glad when we landed in the See ... even though I walked right into the worst blizzard they'd had all winter. Olga tells me it was especially arranged for me, since I'm always ribbing them about the balmy weather I've always experienced in the See ... summer or winter. O.K. Olga, I believe you now ... so you're not sissies up there.

It was a pleasant trip ... made more so by the hospitality of my Northern friends, and by the fact that our theatres were in tip top condition, operated as expertly as any I have seen. Our managers take their jobs seriously up there ... and believe me ... it sure shows. Keep it up fellows ... and Olga. It's always a pleasure to walk into your theatres.

WHAT'RE YOU SIGNING?

I was in a theatre the other night, and watched the cashier being checked in ... She handed her cash over to the manager, signed the box office statement, and got ready to leave. I noticed that she had signed a blank report, and on quizzing her, discovered that it was normal procedure. I had a little talk with the manager and his cashier. Don't think either will sign blanks again.

Be fair to your cashiers fellows ... don't ask them to affix their signatures to something which you wouldn't sign yourself. How is she to know what will be typed in over her signature after she leaves? Sure ... I trust you, and so does she ... but can you tell her the next day that she was a buck, or two or ten short? Be reasonable ... make sure the statement is typed before you ask for a signature, and if it happens to take too long, and you don't want to hold her up ... her signature on her work copy is sufficient. I'm sure Dick Geering will accept your own signature on the regular report.

Incidentally ... do YOU ever sign a few blanks, and leave the rest up to your cashier, when you scoot away a little ahead of time? It's a dangerous habit guys ...

CONGRATULATIONS NORM

I have copy of a letter which Norm Gray received from George "Foto-Nite" Oullahan, advising him that he had been named winner of the promotional award for March ... for his outstanding efforts in support of Foto Nite, especially in the way of street ballyhoo. Nice going Norm ... I know that with the citation goes a cheque for ten bucks. I'll bet an equal amount that Pearl had it tucked away in her wallet before you even get a good look at it ... Well, c'est la vie.

PLEASE HAL ...

In Hal Sleane's Showmandizer section, in the March 19th issue of BOXOFFICE, I notice a nice story of Al Hartshorn's induction into the Canadian Picture Pioneers ... I'm not quite sure where Hal got his vital statistics, however ... since he credits Alfie with being the father of a 13 year old daughter ...

What goes on here? You holding out on me Al ... and does Helen know anything about this? Better make sure that Paul doesn't get hold of this item, or you may have some tall explaining to do, especially since the guy's nearly as big as you are ... Thought I'd better warn you boy ... so's you can have a reasonable story ready when Helen visits you next Sunday ...

WEDDING BELLS

Rumour has it that Vern Hudson is going to be a father-in-law one of these days. Daughter Barbara is sporting a sparkler, and her marriage to a nice young St. Kitts business man is already in the planning stage. Could be a June wedding, sez Vern.

Congratulations Vern and Helen, and of course Barbara ... All the best to you from every member of our BALLYHOO family.

OLGA TOO

Olga is also finalizing her wedding plans, and it looks now like the big day will be sometime in October ... Further details still to come. But, warns Olga ... "Don't thank you're getting rid of me ... because I'm gonna continue managing the Orpheum just as long as P.P. want me around ..." Glad to hear it Olga, and hope to see you around for a long, long time.

CONFECTION COUNTERS

I am pleased indeed to note that most of our gang have caught on, and are doing a pretty good job of glamourizing their confection counters. In the past few weeks I noticed some pretty terrific Valentine Day displays, and last week, green predominated in many a colourful background in honor of St. Patrick's Day.

Make your counters as attractive as you know how ... Put a smile on your attendant's face ... Offer the ultimate in service. Your customers will catch on too, and will form the habit of making a beeline for your bar on their way to their seats.

And how about the intermission trailer? Are you using one? There are some dandies available now ... in good taste, and inoffensive ... and they do help to move your stock.

QUARTERLY REPORTS

The end of our first quarter is fast approaching ... Organize your work so that there will be no delay in getting your reports in to the office ... especially your inventories, and the quarterly analysis which I require from each and every theatre.



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SPOTLIGHT ON SHOWMANSHIP

I salute Mel Jolley ... sincerely, completely and unconditionally. I salute him for his gumption, his persistence, his stick-to-it-iveness ... I offer his accomplishment as an object lesson to the few among us who only tolerate BALLYHOO as a means of avoiding a run in with yours truly. I have always said that SHOWMANSHIP will out ... and on Mel it looks good.

Mel is somewhat of an idealist ... but a practical one, if there is such a thing. He spent long hours working out a plan to lure the small fry back into his theatre, not as a favour to the kids or their parents, or the local P.T.A. but as a favour to Mel Jolley. He likes the sound of a jingling boxoffice. It took lots of hard work with a few heartaches thrown in. Many a week Mel cursed the day he ever embarked on his venture.

The first few weeks, to put it charitably, were "stinks" ... but Mel didn't quit. The Spec, through the good offices of our old friend Johnny Robinson went all out for him. The radio and T.V. stations backed him ... and Mel sweated it out.

It took a few weeks, and then the kids began to catch on. Half the youngsters in Hamilton are now sporting Junior Press Club buttons. His Saturday morning shows now play to nearly a thousand admissions ... and still growing.

The secret is this ... Mel had an idea and decided to give it a fair trial. His enthusiasm did the rest. He nursed his baby along, coddled it, pampered it ... didn't quit when the going got a little rough. Now it's paying real dividends.

My congratulations Mel ... on a terrific job of organization and BALLYHOO. I hope that some of our other lads profit from your experience.

DRUMBEATS ALONG THE "B" TRAIL

Seems I'm a little behind this week ... due to my week's sojourn in the net to wild North country. Can't let BALLYHOO get so far behind that it may lose its continuity, so I suppose I'd better include the past two weeks in this issue, and bring us right up to date again.

Only five weeks left fellows ... and what are YOU doing about it? Those "C" notes I'm handing out are going to come in mighty handy ... and just in time for your vacation planning ... You can still get your share of the green stuff ... but I'm afraid this time you're on your own ... I can't help you with it.

Some of the stuff that's been coming through is good... really good. Some is ... well, I'd rather not use that kind of language in these pages. O.J. may get hold of one of these copies, and then I'd have to submit to censorship ... and I have troubles enough as it is.

I'll sum it up very briefly ... "Them that tries, gets". The others are simply left out in the cold.

Maybe I'd better change the subject, and take a look at what the U.S. trade press has to offer during the past fortnight. Not too bad at first sight ... let's see now,

In BOXOFFICE under date of March 5th, George Forhan Jr. gets a brief mention on his SUSAN stunt ... In the March 12th edition, Mel Jolley knocks off nearly three quarters of a page detailing his Junior Press Club deal. On March 19th I see that Mel again gets a story on his YOUNG AT HEART deal with Ladie's Home Journal ... Olga gets mention for her REAR WINDOW tie-up, Al Hartshorn rates a story, even though they credit him with a daughter that Helen denies any knowledge of ... and Paul Turnbull gets himself a nice story and picture in connection with the re-opening of his theatre. So much for BOXOFFICE.

In the MOTION PICTURE HERALD issue under date of March 5th, I see the following included in the list of contenders ... Herb Chappel, Art Caulley, Ted Doney, George Forhan, Bob Harvey, Mel Jolley and Olga Sharabura. Congratulations gang ... Keep at it and maybe one of you will knock over that "Q" award.

S.T.R. under date of March 12th makes brief mention of George Forhan's promotion in connection with a Roy Rogers deal he cooked up.

EXHIBITOR ... comes through with plain nothing. Either you fellows don't send anything in, or they're not interested ... Next time I'm talking to Eddie Emanuel I'll try to find out.

I nearly forgot ... In M.P.H.'s SHOWMEN IN ACTION column on March 19th, are mentioned Olga Sharabura and Harry Homeniuk, Jack Ward's assistant.

Not bad ... but still not as good as I'd like to see it. Fill those pages guys ... fill those pages. You can't do it by just sitting around and hoping. Get on the ball guys ... get in the game.

Now let's get down to the serious part of our business ... a full report of the activities of our members, BALDWIN-wise, during the past two weeks.

WEEK ENDING MARCH 12

PALACE - GUELPH

I note two scenes in the Guelph Mercury ... one on VIOLENT MEN, and the other on the new serial introduced by Herb to try and build up his Saturday matinee kids' business. Both on off-theatre pages.

With the first chapter of the serial, Herb handed out membership cards in the GUNFIGHTERS OF THE NORTHWEST club, the cards to be punched each week the youngster attends. Perfect attendance for the first fourteen weeks entitles the holder to a free show on the last week of the serial. Not new by any means, but still a good gag.

Vorvis Restaurant continuing the book-match deal, with theatre credit on the inside cover ... Ron Wilson of C J O Y came through with some excellent publicity on GUNFIGHTERS, on his Saturday children's program, with several youngsters who had attended the theatre being interviewed and their comments taped.

Herb is running a "Choose the Academy Awards Winners" contest in co-operation with several merchants ... Ballots are available in either the stores or the theatre. Promoted prizes include a Timex watch, cases of Pepsi, dinner for two at Vorvis, boxes of candy etc. Let us know how this works out Herb ...

ALGOMA - SOO

Norm had a very attractive standee made up for CARMEN JONES, which he placed at the curb directly in front of his boxoffice. Moore's again co-operated with a good window, featuring records and sheet music backed by art and copy from the picture.

CAPITOL - ST. KITTS

Vern's feature was BATTLE CRY ... one of our really early dates. He contacted the Westerberg News Agency and arranged for good displays in five book stores throughout the city ... The three agency trucks were well bannered, and attracted much attention on their rounds in and around St. Kitts.

A good scene appeared on an off-theatre page in the Standard ... Vern's regular "Morning Melodies" program tie-up still in effect, with daily movie chatter and attraction mention in return for a couple of ducats.

The Coffee Shop still displaying good art and theatre copy in their main window ... The weekly tie-up with the local New Method Cleaners still proving effective, with Vern's features getting good space in the merchant's newspaper ads. All in return for two double passes used as prizes in a weekly contest run by the cleaning firm.

DOWNTOWN - HAMILTON

Three local travel agencies combined to help Paul put over his FIRE OVER AFRICA date ... Each devoted a full window to a display of material provided by Paul.

Within half an hour of receiving our phone call telling him that his news would be the first to feature the victorious Pentstetion V's, Paul was on the air broadcasting this information far and wide ... had a large display in front of the theatre, and prevailed upon our good friend Jane Baker to carry a story in that evening's edition of the Spectator. That's spreading the word Paul, but good.

Finally Mr. Peanut came through ... a week late, but better late than never, I guess. To help put over the sport crest deal, Paul arranged for the Planters Peanut float, complete with two Mr. Peanuts and a giant bunny to visit him last Saturday. The float was parked in front of the theatre, and the peanuts and rabbit performed for a solid two hours ... handing out free nuts to the passers-by, and the youngsters in the audience. Traffic, including buses was slowed to a crawl, and three brawny gendarmes had their hands full controlling the crowds. Hope it helped fill your theatre Paul ... did it?

Two young lads, sons of one of Paul's staff members, decorated their parkas with a full set of the crests, and wore them to school all week. Lots of interest was created, and they were busy handing out details of the deal to their fellow scholars. Keep banging away at this Paul ... Once you get the young 'uns into the habit of attending your Saturday mats, they'll continue to come just as long as you offer some inducement. Don't let up.

CAPITOL - PETERBORO

For his crest deal, Len arranged for a full window in Dit Clapper's Sport Store ... with a display of the crests, details of the deal ... and, he managed to get in some attraction copy too.

For the twin bill, CANNIBAL ATTACK and BAMBOO PRISON, Len made good use of a vacant store on the main drag, setting up a very attractive display in the window. A good display board was set up at the entrance to the Roward Shoe Store.

Len prevailed upon the managing editor of the local Examiner to print a story in connection with his closing out of Foto Nite, which had become somewhat of an institution in his theatre. Must have done some good, as the following week the prize money was claimed.

The Hidden Names contest in the Lakefield News still running every week, with Len benefitting to the extent of a good five column banner across the bottom of the page in return for a couple of prize ducats.

Four scenes on BAMBOO PRISON appeared in the pages of the News, and two of them were duplicated in the twin sheet, the Weekly Review.

REGENT - OSHAWA

Charlie was playing LIVING DESERT ... borrowed a complete set of recordings from a local music store, turned them over to a pal of his on the radio station, and heard it played over the "Showcase" program, with good theatre credits. Karn's Drug Store put in a good window display tying in with their Kodachrome film.

For his Saturday matinee, Charlie borrowed a page from Art Cauley's book, and promoted a Pepsi Cola give-away ... It certainly boosted sales at his confection bar. The deal was set up on a four week basis, with sixteen cartons given away every Saturday. How about the rest of you guys? All you have to do is contact your local Pepsi dealer ... He'll co-operate, providing of course that you sell his product at your bar. I think this deal is self-explanatory ... if not, drop Charlie or Art Cauley a note. They'll give you all the dope on it.

Charlie feels that he stumbled on a gimmick which may be turned to good advantage ... The local chapter of the I.O.D.E. have been considering the advisability of having a film review at all future meetings ... That's all Charlie wanted to know ... Quick like a bunny he phoned the president and offered his services, which were gratefully accepted. Bet I know which theatre's features will be selected for discussion ... I nearly forgot ... The I SAW deal introduced by Al, still going strong.

The last time Helen visited Al he proudly showed her the pictures and publicity resulting from his induction into the Canadian Picture Pioneers ... "That's fine" commented the gal, "but your home is in Oshawa, and they don't read the Hamilton papers ..." So ... armed with copies of the press reports and a couple of prints, she waltzed into Charlie's office ... he scooted over to the Times-Gazette, and Lo and Behold ... a couple of days later a four column pic and several hundred lines of copy.

So ... now who gets the points? Al, Charlie or Helen? Tell you what I'll do ... If the Regent winds up in the dough I'll duplicate the prize ... Charlie will get one, and Al will get an equal amount ... providing he splits it with Helen ... Is it a deal?

CAPITOL - GALT

I SAW still going strong, six days a week ... A good, three col. scene on an off-theatre page, on STAR IS BORN. A good press-book mat was included in the newspaper ad paid for by Connie's Music Centre. Connie's also came through with a very attractive window display, using record albums, sheet music and art from the pic. The music store also provided the local radio station with records from the pic, which were played frequently during the playdates with good theatre credits.

C K G R aired the entire album on their "Hi Neighbour" program, and also on Eddie's regular Capitol Showtime program, which Eddie gets for free. Rouse's Music store placed a good mounted one-sheet at the entrance to their store.

CENTURY - HAMILTON

Another good entry from Mel ... getting to be a habit with this boy ... I'm sorta getting to expect it from him.

C K O C announced the winners of Mel's DESIREE contest on Monday night, giving the film some good plugs at the same time. Paul Hanover still giving the Century good publicity over his Brant Inn show every Friday night, also his daily program ... "Housewives Matinee ..."

Duncan's still using their main window to publicize the Century pic and their sale of the book. Some good free plugs over C H C H - TV, on Gordie Tapp's "Collegiate" show every Tuesday, and also on George Wilson's matinee programs on Friday and Saturday.

Two good off-theatre page scenes in the Spectator on TONIGHT'S THE NIGHT, and an excellent story in Jane Baker's column.

Since David Niven is featured in the pic, the local Singer Sewing Machine center placed an excellent display in their window tying in with the feature. Mel has also started a "4 Star Contest" in co-operation with Singers, based on the four academy award stars. The store has a large display listing all the nominees for the award ... provides all the ballots, and all the prizes. Mel is using this as advance on an early showing of COUNTRY GIRL.

I don't want to sound too repetitious ... but Mel's Famous Fun Festival going stronger than ever with the attendance crowding the 1,000 mark. This week he again got a nice story in the Spec, and the paper also paid half of the cost of the weekly co-op ad. 25 door prizes also donated by the Spectator, in addition to which Mel promoted free ice cream for all the young 'uns from Silverwoods.

The Saturday page included a terrific three column pic of the kids lined up outside the Century waiting to get in ... accompanied by an excellent story. Nice going Mel ... Good stuff.

ORPHEUM - SOO

Olga again gave her confection counter a face-lifting ... this week featuring St. Patrick's decorations, and at the same time pushing her P.P. books of tickets. Most attractive. Babs Crobett, C J I C's woman announcer gave Olga's English pic BLACK 13 some good boosts on her popular morning program.

All well and good Olga ... but how about some BALLYHOO? Just because you knocked off one first, there's no law says you can't go after another ... Let's not be satisfied to rest on laurels long since gone a little stale, huh?

ROYAL - GUELPH

The best I can offer from Ted is his I SAM deal in the Mercury, and two scenes on off-theatre pages ... One on SWEETHEARTS ON PARADE, and another on PIRATES OF TRIPOLI.

PARAMOUNT - PETERBORO

The Business Quiz page in the Examiner still contributing a fair-sized ad in return for a couple of ducats as prizes ... I see lots of scenes this week, in both the Lakefield News and the Review ... Let's take another count ... Yep, that's right ... Ten single columns and eight two column size ... that's five and four in each of the papers ... Not bad, I'd say ... And Art hasn't been tossed out on his ear yet ... As a matter of fact the boys on the paper don't even duck when they see him coming. Robert Harvey, please note.

Don Corrin's Hollywood Newsc reel still attracting attention in both papers, under his own masthead ... and boosting all attractions dated into the Paramount. I also note a nice story in both sheets on Art's recent party for the local Safety patrols, at a showing of 3 RING CIRCUS.

Terrific lobby displays on both 20,000 LEAGUES and A STAR IS BORN well in advance of the playdates.

You got yourself a lot of points on the basis of your scenes this week Art ... but lets really get going now ... A little more of that old BALLYHOO. Only a few short weeks left before we have to pick our winners ...

CAPITOL - WELLAND

George sends along tear sheets to prove that his I SAW deal is still a popular feature of the local Tribune. I also notice good scenes on off-theatre pages on DEEP IN MY HEART and PASSION, also an excellent ec-op promoted by assistant Mort Grant with the Provincial Gas Company on DEEP IN MY HEART.

Waterford's Pharmacy set up a good window display in conjunction with Tussy cosmetics and R.K.O.'s ANGEL FACE. The seven permanent window standees still attracting attention in good downtown locations.

CAPITOL - NORTH BAY

I can remember when I had to reserve a page or more for Robert's entries ... Now, seems like half a dozen lines is about all our boy can handle ... Too bad to let a hundred bucks slip through one's fingers without at least making a grab at it ... Oh well, maybe he doesn't need it.

All I can report this week is a couple of window displays. One in the Home Furniture Co. store, another in Prested and Hoskins, North Bay Garage, Geneva Restaurant and Palangio Motors ... All on DESIREE. Display cards in the bus terminal and Empire Hotel.

The local radio station aired an interview disc, and featured the title song from the pic as background music ... with credits of course.

Hardly sounds like Bob Harvey's stuff, does it? Oh well ... maybe he has someone ghosting the stuff for him.

SENNECA - NIAGARA FALLS

Jack's assistant, Harry Monahan arranged two excellent window displays ... one in a downtown furniture store, and the other in a local drug store. Both on LIVING IT UP.

On the sport crests deal, Harry made up a very attractive board, with all the crests mounted on it, and details of the give-away, and arranged to have it displayed in a prominent sporting goods store window.

TIVOLI - HAMILTON

For his second week of 20,000 LEAGUES, Don had a good display from Martin's Sport Center, with a dummy attired in the equipment used for shallow water and spear fishing ... Sam Manson placed a display featuring aqua lung equipment, and invited patrons to submit their names for membership in a Frogmen's Club, providing free instruction and advice. A total of 300 took advantage of the offer.

O'Brien News Agency bannered all their trucks, and set up a good display in the lobby. Books were sold at the confection counter. Jane Baker contacted Don in connection with an article she was writing on the new techniques of movie production, and included several good plugs in her story in re. VistaVision, CinemaScope etc.

Don finally succeeded in locating a diver in Hamilton, borrowed his equipment and set up a display in his lobby. Jane Baker interviewed the diver and gave the picture some good plugs in her Saturday column.

When Don received word that a clip of the Penticton V's was on the way, he had the Spec remake their whole page in order to get it into his ad, and had a standee in front of the boxoffice before the film arrived at the theatre.

CAPITOL - SUDBURY

Nothin' ... just plain nothin' ... Too much trouble I guess, or maybe business is too good to warrant a sales effort, eh Jeff?

.X.X.X.X.X.X.

WEEK ENDING MARCH 19

Now to get going on the second round of this week's BALLYHOO ... I'll start off by getting this off my chest ... Jeff ain't in yet ... guess the boy hasn't got the idea yet ... or maybe I shouldn't have bought him his dinner when I was up there last week ... Anybody want to lay odds that he'll be in next week?

I just glanced at the totals so far this month, and two or three of you fellows are running neck and neck ... a very few points either way are going to decide the winners for March. Won't tell you who they are ... but IT CAN BE YOU ... and what are you doing about it?

CHARLIE - GOSHAWA

Guess Charlie's after that prize money ... at least the guy's really trying. Nothing too fantastic perhaps, but good, steady plugging ... and that's what gets the points which determine the winners.

The I SAW deal still being nursed along in the Times-Gazette, and proving quite a popular feature. For his date on CARMEN JONES, Charlie concentrated on the radio station and came up with some pretty fair stuff. The whole CARMEN album was aired on one of the afternoon programs, and his deejay friends plugged any holes they found with selections from the picture. One of his friends ran a "Coloured artist" program one evening, and featured every one of the performers in CARMEN JONES, with good accompanying theatre credits. No cost to the theatre ... just a ducat or two to the wives of the jocks.

Charlie got hold of a mailing list for the local "Presto Club ..." a local musical appreciation group ... and mailed out cards which it took him days and days to type. He hastens to add that the deal didn't cost him anything, as he found a stack of cards in the basement of the place he's staying at, and talked his landlord into letting him have them. Did you say you come from Dundee lad?

One night during the week, the Community Recreation Association, which caters mostly to teen-agers, used the complete album in a music appreciation deal at the C.R.A. Hall. Lots of theatre credits.

Good displays still being placed at the lunch counter of the Metropolitan store and in the lobby of the Goshawa Hotel. The Saturday afternoon Pepsi deal still going strong ... and, reports Charlie ... it doesn't do his confection sales any harm.

CAPITOL - ST. KITTS

Vern was playing BRIDGES OF TOKO-RI ... one of the biggest b.o. hits to have come our way in a long time ... and naturally, his first item is a tie-up with the book dealers in the city, through the Westerberg News Agency, distributors of the pocket editions. They arranged for five good window displays, and bannered their trucks which cover not only St. Kitts but practically the entire Peninsula.

The daily came through with a two column off-theatre page scene ... the New Method Laundry contest, with the Capitol getting space in their newspaper ad in return for a couple of ducats still going strong ... a good display in the window of the local Coffee Shop, and Vern's daily "Morning Melodies" going great guns, with mention of his attractions every A.M. over C K T B.

This is all good stuff Vern ... I would like to see a bit of variety once in a while, though. How about priming Arlie, and letting him go after some of the more novel co-ops? Lots of them listed in your press books, and you can lift the odd one out of these pages too.

ROYAL - GUELPH

Ted's I SAW still enjoying popularity in the pages of the local Mercury ... Two good scenes on off-theatre pages on TARZAN'S HIDDEN TREASURE ... and this one I like ... a good co-op, in which Ted gets himself a good pressbook mat in an ad paid for by the Royalty Food Plan which has just made its debut in Guelph. Copy ties in the hidden treasure angle with the advantages offered by the plan.

TIVOLI - HAMILTON

Don advises that C K O G has changed their daily, 15 minute News Quiz, to a new program which they call "Call the Tune" a musical quiz played three times daily, on which he offers ducats as consolation prizes in return for mention of his current attractions.

Paul Hanover's "Housewives Matinee" over C H M L also kicking in with some good plugs daily.

CAPITOL - WELLAND

George invited the local Boy Scout Association to be his guests at a showing of MR. SCOUTMASTER, and the Tribune very graciously printed a three column pic of the lads entering the theatre, with good covering copy. The I SAW deal in the same paper still continues six days a week. Two good scenes on off-theatre pages in the Tribune on MR. SCOUTMASTER and DESIREE.

Seven good windows in the downtown area still being placarded with good sales copy each change of program. Another window arranged with the Provincial Gas Company by Mort Grant, on DEEP IN MY HEART.

DOWNTOWN - HAMILTON

This was Paul's first experience with a foreign-language pic ... an Italian twin bill without sub-titles. With the help of a local Italian friend, Paul composed a letter which he mailed to everybody in the telephone directory whose name even suggested a speaking acquaintance with the Isle of Sicily ... Dave Whitlaw, Paul's assistant, addressed the two Italian clubs in the city, and placed display cards in recreation halls and stores in the predominantly Italian sections of town. They even went so far as to find out which bowling alleys catered to Italian trade, and prevailed upon the owners to permit them to letter some of the ten-pin balls with selling copy, in addition to hanging cotton banners in conspicuous locations in the alleys. Paul contacted the local Italian priest who extended every co-operation. Business was good ... is it any wonder?

In connection with the sports crests, I guess it must have been an accident, but I see a two column pic of Paul's two cute daughters, gaily bedecked in sweaters loaded down with the crests, on the FRONT PAGE of the Hamilton Review. A good story outlining the deal accompanied the pics.

PARAMOUNT - PETERBOBO

DEEP IN MY HEART was Art's feature, and what more natural than to cash in on the Sigmund Romberg music? That's exactly what Arthur did, and after reading his report I'm beginning to wonder just how much stock he does own in C H E X.

Each afternoon during the run, C H E X devoted a full fifteen minute program to Romberg tunes, tying in directly with the pic at the Paramount ... the cost? Just a handshake, sez Art. Each day's program opened with the theme song DEEP IN MY HEART.

The "Top of the Morning" show played a total of twelve tunes, each with appropriate theatre credits ... "Campus Cavalcade" added another six tunes during the run, and also sponsored a musical debate which ran for thirty minutes, between two rival high schools ... the subject matter, naturally DEEP IN MY HEART. Another eight tunes with credits, on "Midnight Serenade" from 11.15 to midnight daily.

At current card rates the above coverage comes to something like \$300.00 ... Didn't cost us a thin dime. That's what I call real selling.

Two good co-op ads in the Examiner ... one with Cherney's, and the other with Elliott's Record bar. Both boosting records and sheet music featuring tunes from the picture. The "Business Quiz" page in the Examiner still kicking in a nice ad for Art in return for a couple of duets as prizes.

Don Corrin's "Hollywood Newsreel" enjoying a good run in both the Lakefield News and the Review. Art arranged with both papers to run a "Twin Words Contest" the idea being for the readers to count the total number of times that the name Paramount and the newspaper's name appear in this week's issue. To the winners, a trip to the Paramount and a year's subscription to the paper.

In the way of scenes ... a couple here and there ... as a matter of fact I have counted eight single columns and four doubles, spread through the two papers. Not bad, eh? They all draw attention to the current program at the theatre.

Winding up his selling activities for the week, Art submits snaps of two excellent windows ... one in Elliott's Drug Store and the other in Cherney's, both loaded with art and copy selling the attraction and the theatre. Incidentally ... business was good.

ORPHEUM - 500

Olga's confection counter turned green this week ... in honor of St. Patrick's Day, and a very colourful display it was ... Of course she didn't overlook getting a couple of plugs in for her F.P. books of tickets.

For her date on A BULLET IS WAITING, Olga had a five-foot bullet display placed at the curb in front of her boxoffice.

CENTURY - HAMILTON

Here comes Mel again, and his stuff ain't bad ... In the way of radio and T.V. coverage I note that he is still getting a lot of free time on Paul Hanover's daily "Housewives Matinee" and the Friday night show originating at the Brant Inn. Lots of free blurbs on Gordie Tapp's "Collegiate" over C H C H - TV, and good coverage on George Wilson's Friday and Saturday matinee shows.

His co-op deal with Singer Sewing Center in connection with David Niven's appearance in TONIGHT'S THE NIGHT still going strong ... and the "4 Star Contest" as advance for his COUNTRY GIRL date attracting much attention and many entrants.

The Daily News came through with three good scenes, totalling some 1200 lines of space. Jane Baker came through with a good story in her column as advance for COUNTRY GIRL.

When Mel opened with THE AMERICANO, he contacted the local Arthur Murray studio and arranged for a good display in connection with Abbe Lane's dance as interpreted by the studio.

Famous Fun Festival growing and growing ... and the kids are really beginning to catch on. Mel's Saturday morning shows are becoming an institution around Hamilton, and everybody ... the Spectator, radio and T.V. the P.T.A. are giving him all-out support ... and the small fry love it. The Spec contributes all the prizes, shares in the advertising, and loads its pages with news of their Junior Press Club, which in effect IS the Famous Fun Festival. Mel promotes confections for the kids, and provides them with a good show. An unbeatable combo.

Mel received a very nice letter from St. Clair Balfour Jr., vice president of the Southam chain, offering suggestions and comment on his newsreel content. This was passed along to the proper source, and a promise of co-operation was received. Nice to know that important people are taking an interest in our business. Can't do any harm, and may do a lot of good.

PALACE - GUELPH

On his date on 20,000 LEAGUES, Herb did a nice job with the Timex Watch deal ... Every jewellery store of any consequence in the city put in a good window display for him ... Walter's took a small ad in the Merc, and Timex went for 300 lines ... swell ad, but no mention of the theatre ... C. W. Kelly devoted the top portion of their ad to the pic and theatre.

A good scene on an off-theatre page in the Mercury. The Ontario, official publication of O.A.C. ran a good story on the picture ... Since 20,000 LEAGUES is required reading in local schools, Herb contacted the principals and arranged for classroom announcements.

C J O Y came through with some good coverage, even ran a contest for its women listeners as to "How long is a league." Lots of replies which were taped and broadcast, with good credits for the pic and theatre.

CAPITOL - NORTH BAY

Well ... at least I did get something from Bob ... not too much, but it's an entry. It'll take more than this to get you back in the winners' circle my friend ... You've got a lot of points to catch up ... When do you figure on starting?

We start with a good scene on an off-theatre page of the Nugget, on A STAR IS BORN ... Good radio coverage, with a special Judy Garland appreciation program, giving prominent mention to her current pic and theatre.

Five pretty fair windows ... in Palangio Motors ... Steve's Grill ... Home Furniture Co ... Hosken and Prested, and the bus terminal. Cards in the principal hotels in the city.

And that looks like about it for our Mr. "Q" from the Bay. Remember Robert ... business will stay good just as long as you make some effort to keep it that way. How's about getting back in the running? We sorta miss those little red scrapbooks of yours. If your supplier has run out of them, we'll be glad to send a few along ... providing you do something to help fill them. How about it?

ALGOMA - SCO

Norm's efforts in behalf of SILVER CHALICE include a good window display in Whales Credit Jewellers ... a good standee at the curb directly in front of his boxoffice, and personal contact with all the ministers in the Sco area. A little thin for a picture like this Norman ... This one really rated an all-out effort.

CAPITOL - PETERBORO

Len was playing 12 MILE REEF, and arranged a couple of pretty good windows ... in the Swarts Furniture, and Modern Tailors. The Lakefield News "Hidden Names" contest still getting him a good sized ad across the bottom of the page ... In the way of scenes, I can count ten all told ... eight single column, and two doubles, spread through the pages of the Review and Lakefield News.

SENECA - NIAGARA FALLS

All I can see here from Jack is snap of a window display on his showing of BLACK WIDOW ... Come on Jack ... turn Harry loose, and let's see if he can't score up some real points in this contest.

CAPITOL - GALT

Ed's I SAW still going great guns in the Reporter ... a good two column scene on BAD DAY AT BLACK ROCK on an off-theatre page ... When he played A STAR IS BORN, Ed arranged with one of the deejays to spin several recordings from the album with good credits ... The Capitol Showtime, and Hi Neighbour programs also featured music and chatter in support of his program.

Rouse's Music store placed a good mounted display at the entrance to their store, and set up a window display.

This closes another chapter in our current BALLYHOO S.O.S. More coming next week.

Just a reminder fellows ... S.O.S. is supposed to mean SPOTLIGHT ON SHOWMANSHIP ... How often has the spotlight hit you during the past 4 months? Are you satisfied? Happy? Then I guess there's nothing more for me to say ...

If you're not, though ... don't you think it's pretty near time you started to do something about it?

Only six weeks to go before we count up our scores and name the winners. I'd like to see every one of you in there somewhere ... and it isn't impossible.

The only catch is ... It's entirely up to YOU ... Nothing I can do about it now, except to remind you again that your business should be YOUR business ... every day of the week. Need I say more?

KEEP BALLYHOOIN'